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## “Safe at Home” Childhood Injury Prevention Grant Program

-Submitted by Ann Dickman, Public Health Nurse, Visiting Infants & Parents Program

Unintentional injuries are a very significant contributor to the morbidity and mortality for Butte County infants, children and youth under age 21. Analysis of local injury death, hospitalization and Emergency Department admission data confirms that over 40% of injuries to persons under 21 occur in and around the home. Nationwide it is estimated that over 4.5 million children are injured in the home annually. The youngest children are most at risk in their homes, simply because they spend the most time there. As children grow, the incidence of home injury and death diminishes.

The leading causes of home injuries deaths and hospitalizations for young children:

Mechanism of Injury	0-4 Years	5-9 Years	Total
Falls	53	66	119
Poisoning	30	7	37
Burns/Hot Object Substance	14	4	18
Drowning	12	2	14
Suffocation	8	3	11
Firearms	0	3	3



Home safety begins with two key components, **childproofing** and **age appropriate supervision** for children. The best way to teach parents to childproof their home is to have them explore the home at their child’s level – by getting down on their hands and knees. Browse every room to identify what looks tempting and what is within reach (between the floor and about 40 inches above). Also, check carpets for buried dangers like pins or coins. Childproofing can never be 100 percent effective. Parent’s must be encouraged to provide **age appropriate supervision** for their child at all times. Studies indicate that parents often assign children with greater cognitive skills than they actually possess. Parents assume that newly acquired skills and abilities translate to all circumstances. A child may learn that the iron is “hot” but cannot transfer that lesson to the stovetop or curling iron. Scene investigations for home drownings demonstrate that young victims were usually out of sight for **less than** 5 minutes when the drowning occurred.

Recognizing the extent of injuries that occur in and around the home spurred members of the Butte Glenn Child Death Review Team and the Butte County Public Health Department to pursue and acquire funding designed to increase awareness about the problem of home based injuries to children under age 8.

The “Safe at Home” grant has 4 main objectives:

1. Train staff from home visitation agencies throughout Butte and Glenn counties on the extent of home injuries, injury prevention “best practices” and the use of a standardized “Home Safety Assessment Tool.”
2. Encourage home visitation agencies to incorporate “Home Safety Assessment” into their policies and procedures.
3. Provide community education on problem and prevention of common home-related injuries.
4. Market Kids’ Plates License plates.

(Safe at Home... Con’t from Page 1)



### Did you know...

- ☺ Nationwide it is estimated that over 4.5 million children are injured in the home annually.
- ☺ Home safety begins with two key components: childproofing and age appropriate supervision.
- ☺ For more information on the “Safe at Home” grant, call Ann Dickman, PHN, Butte County Public Health Department at (530) 538-7830.



Inside this issue:

<b>Safe at Home Program</b>	<b>1</b>
<b>HelpCentral.org/ Young Parents: Kid Fair</b>	<b>2</b>
<b>Young Parents Support Services Program</b>	<b>3</b>
<b>News and Events</b>	<b>3</b>
<b>Grant Council Events</b>	<b>4</b>
<b>OPT for Fit Kids: A Success Story</b>	<b>5</b>
<b>Commission contacts</b>	<b>6</b>



**You can learn many things from children. How much patience you have, for instance.**

**-Franklin P. Jones**

## HelpCentral.org Has It All!

-Submitted by Tara Sullivan Hames, Database Coordinator, HelpCentral.org



**The best inheritance a parent can give his children is a few minutes of his time each day.**

**-Orlando Battista**



**Always kiss your children goodnight, even if they're already asleep.**

**-H. Jackson Brown, Jr.**



HelpCentral.org, the online Information Directory for Butte County, invites you to visit our new homepage featuring a FIND HELP FAST link to low cost and no cost services! The searchable database continues to grow and is now approaching 700 programs. New information, current updates of programs, and new navigation links are being added to the site continually.

From the homepage, click Find Help Fast and you can search for information by choosing a category, typing in a keyword, or by typing an agency or program name. If you need assistance, click on search tips below the Find Help Fast button.

You'll find programs offering services such as emergency food, parent education, recreational opportunities, support groups, addiction recovery, health clinics, early childhood education, after school programs, counseling, legal assistance, family support, literacy, and more. By clicking on the underlined program links, you'll find detailed information including eligibility, fee structure, locations, program descriptions, and of-

fice hours. You can quickly link to an agency's website, e-mail address, and to Mapquest for maps and driving directions.

Our new homepage also includes a link to the updated LOW COST NO COST PEOPLE SERVICES directory. This popular directory is now available in English and Spanish to view and print from the HelpCentral.org website! Information is organized into sixteen categories and includes a brief description of agency programs and services, along with addresses and telephone numbers. We'll be posting quarterly updates to the Low Cost No Cost Directory with additions and corrections on the HelpCentral.Org website so be sure to check back and print a revised copy.

Another new feature on the website is a prominent link to the 24 hour telephone hotlines in Butte County. (We've also added the hotline numbers to the front page of the Low Cost No Cost Directory.) Additionally, look for a new Training Calendar link in our News & Commentary box. Here you will find a listing of training events and op-

portunities offered by agencies in Butte County. To list your training, call 879-2455.

If you find errors or corrections that need to be made to either the Low Cost No Cost Directory or the information obtained through an online search for services, be sure to contact us through the website—just click on the Questions? Comments? Contact Us! link.

We appreciate your help in keeping this valuable resource information current!

HelpCentral staff offers free trainings that demonstrate how to search for services using the HelpCentral.Org website. These trainings are available to agency personnel who assist clients or the general public in finding and accessing programs and resources in their communities. Contact the HelpCentral office at 879-2455 to schedule a personalized staff training session.

***The HelpCentral online directory is funded by the Butte County Children and Families Commission and by the Butte County Department of Employment and Social Services.***

## Young Parents Program: Kids Fair in Gridley!

-Submitted by Ana Castellanos, Program Coordinator, Young Parents Program

The First Annual Young Parents Program's Kids Fair in Gridley was a smashing success! We celebrated this festive occasion on Sunday, December 5, 2004 in our new home, 200 E. Spruce Street, the Gridley Guardian.

There was an abundance of food, drink, entertainment and resource information available for attendees. The many agencies that turned out to support us during our expansion into Gridley were Parent Education Network,

*(Con't on Page 5)*

**Any child can tell you that the sole purpose of a middle name is so he can tell when he's really in trouble.**

**-Dennis Fakes**

## A Success Story

-Submitted by Brandy Burke, Health Education Specialist, Butte County Public Health

As part of the School Readiness Support Services team, OPT For Fit Kids provided services to six preschools in Butte County from September through December of 2004. The following Butte County Office of Education (BCOE) preschools that participated in the Support Services Team were as follows:

- Circles Children's Center
- Poplar Children's Center
- Oakdale Heights Children's Center
- Baldrock Children's Center
- Chico Community Children's Center
- Oak Street Children's Center

Each week OPT For Fit Kids went into one of the above preschools to provide nutrition education and physical activity to the children, their parents, and the providers. OPT staff was available to provide teachers with information and insight on how to better incorporate nutrition and physical activity education into everyday lessons. While at each site, OPT staff was able to answer questions from parents regarding nutrition and physical activity.

Parents were sent letters informing them of the day and time that OPT staff would be available and were invited to participate in activities. Education was sent home to those parents who were not able to attend.

One particular site that really seemed to enjoy the program was Baldrock Children's Center in Berry Creek. Berry Creek is a very small town, north of Oroville. The children, parents and teachers were very receptive of our efforts. The children loved to see us come each month and became very excited about exercising. The teachers were always very supportive and often asked nutrition questions and suggestions for more healthy foods not only for their preschool but for their own children as well.

The parents at Baldrock were extremely supportive. Several parents came to class each month to participate in the activities. They shared stories about changes they have made at home because of what they have learned from our program. One month, a woman whose child was not even enrolled in the preschool, had heard about our program and came to participate. She and her child really enjoyed the activities. The women expressed gratitude for allowing their participation and said she is very glad that we are offering such services. She understands the importance of providing nutrition and physical activity education to preschool aged children and especially to their parents.

As an OPT staff person, I was very excited to see that people throughout the community had heard through "word of mouth" about our program and that they were interested in participat-

The "Safe at Home" grant's "train the trainer" design will mean that more homes will be assessed for safety and assure that home safety assessment becomes an integrated home visitation practice for most local agencies.

The "Safe at Home" project is funded with proceeds from sales of the "Kids' Plates", vehicle license plates that feature a heart, a star, a hand or a plus sign. Kids' Plates are California vehicle specialty license plates that generate funds for child injury and

*(Young Parents... Con't from Page 2)*

Northern Valley Catholic Social Services, OPT For Fit Kids, Our Children / Our Treasure, and Head Start.

We had many games and activities for our families. The bounce house was a HUGE success with our little ones, their delightful little faces lighting up and their little bodies wiggling with anticipation. There was also an early Christmas present for our invited guests, a wonderful free family portrait taken by Cliff Marler.

This event wouldn't have been possible without great speakers! We had two exceptional experts in their field who gave informational presentations on their programs. Thanks to everyone who

abuse prevention, and childcare health and safety programs. To date, more than 125,000 Kids' Plates license plates have been sold, generating over \$13 million for child safety programs. Kids' Plates with a personal message cost just \$50 to begin and \$40 per yearly renewal. Vehicle owners interested in purchasing Kids' Plates can call 1-800-HEY-KIDS, purchase a plate through the Internet at <http://kidsplates.org>. For more information of the "Safe at Home" grant contact Ann Dickman, PHN at the Butte County Public Health Department 538-7830.

helped make the Young Parents and Kids Fair a success and all the organizations for attending and sharing their valuable information with Gridley's families. This event wouldn't have been possible without their presence. Also, a round of applause to the community's donors! Thanks to their generous support, we had fantastic prizes and gifts to be raffled at the event.

In the end, we had many families not only signing up for our new young parents group in Gridley, but also signing up with other agencies in attendance. It was truly a successful day!





Anyone who uses the phrase 'easy as taking candy from a baby' has never tried taking candy from a baby.  
-Unknown



The January 2005 Grant Council Luncheon included presentations by local and regional experts on tobacco education, as well as raffle prizes, networking opportunities and a table full of free products including: smoking cessation materials, resource materials, baby products, and more.

## Tobacco Prevention Coalition Provides Smoke-Free Resources for Grantees

-Submitted by Ellen Michels, Tobacco Education Program, Butte County Public Health

The California Children and Families Commission urges county commissions to communicate and collaborate with local tobacco control agencies, link with the California Smokers' Helpline and other cessation resources, and incorporate tobacco cessation services into school readiness and other funded programs. To that end, the January 7<sup>th</sup> Grant Council Meeting included a variety of informational presentations and resources to help grantees promote smoke-free lives.

The meeting got off to a light-hearted start with the "Public Health Singers" performing a smoke-free song to the tune of "Camp Granada". Next, members of the Butte County Tobacco Prevention Coalition shared information on how to help parents quit smoking and protect children from exposure to secondhand smoke (SHS). Marian Gage, Coalition Chair and former BCCFC Commissioner, gave a brief history of the Coalition's accomplishments, beginning with smoke-free workplace ordinances in the early 90's, and leading to the changed social norms regarding tobacco use that we enjoy today.

DeAnne Blankenship from the American Lung Association spoke about the physical effects of exposure to secondhand smoke, including SIDS, middle ear infections, asthma, bronchitis and pneumonia. Grantees were asked to breathe through small straws to experience what children with asthma go through when they are exposed to secondhand smoke. Ellen Michels from Public Health pointed out that tobacco smoke also causes *cognitive* impairment in children as well – several studies show developmental delays in children who are regularly exposed to SHS.

American Cancer Society director Phyllis Bond shared information on "Make Yours a Fresh Start Family", a program to help health care providers (and social service providers as well) provide brief interventions to motivate and help people stop smoking. For those who need a more intensive program, Elaine Lucero from the American Lung Association provided a description and class schedules for the "Freedom From Smoking" cessation pro-

gram. Lastly, Brandy Burke from Public Health urged grantees to refer people to the Smokers' Helpline (1-800-NO BUTTS) for telephone counseling and self-help materials.

In between each speaker, raffle prizes (such as framed posters, videos, and goodie bags) were awarded. After the panel presentations, participants were invited to go on a "shopping spree" at the resource table. Resources included brochures, "no smoking" signs, videos, baby tee shirts, cessation guides and more. Anna Dove from the Prop 10 program coordinated the raffle and resources.

"It is our sincere hope that Prop 10 grantees will put these resources to good use", stated Ellen Michels of the Tobacco Education Program. "There continues to be a high rate of smoking among low socio-economic groups, and many of the children served by Prop 10 programs are regularly exposed to secondhand smoke. Since Prop 10 is a tobacco tax, let's let the people who pay this tax - smokers - receive help to quit."

Contact information for Tobacco Prevention Coalition presenters is listed below.

Tobacco Education Program, Butte County Public Health  
(530) 538-2075

Marian Gage, Butte County Office of Education  
(530) 532-5841

DeAnne Blankenship, American Lung Association  
(530) 897-4140

Phyllis Bond, American Cancer Society  
(530) 342-4567

Elaine Lucero, American Lung Association  
(530) 345-5666

Even when freshly washed and relieved of all obvious confections, children tend to be sticky.

-Fran Lebowitz

## Young Parent Support Services Program

-Submitted by Justine Lehman, Teen Services Program Manager

Northern Valley Catholic Social Service of Butte County recently launched the Young Parent Support Services Program. Available to pregnant/expecting or parenting men and women under the age of 26, whose children are less than six years of age, services include counseling, in-home parenting and young fathers support groups. Referrals can come from absolutely anyone or anywhere in Butte County. All three program components are accepting referrals. This article highlights the Young Fathers Groups.

The Young Fathers Group meets weekly to discuss issues related to fatherhood, parenting skills and child development, and to build a support system for young dads. A team of local adult fathers serve the dads as trained mentors, pro-

viding encouragement and sharing their personal experiences. An advisory board of young dads plans the meetings and chooses speakers, outings, and incentive events. The atmosphere at these gatherings is light and casual. Instead of lecturing to the dads, education and information is incorporated into activities, outings, speakers' presentations, and open discussion amongst the dads and mentors. To reward young dads for their commitment to the program, and to the cause, group members are given weekly meals, gift certificates to local businesses, and lasting memories.

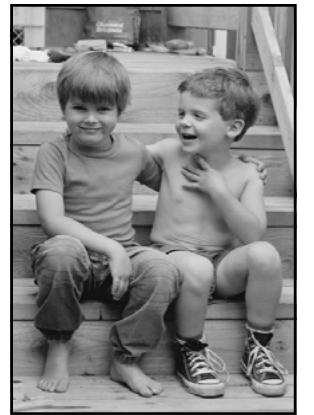
Over the past eight weeks, the dads have enjoyed both appetizers and insight from Frank Kennemer, proprietor of Outback Steakhouse. Chico Optimist Club donated money for

Christmas shopping, and dads relieved stress playing paintball at the Combat Zone in Oroville. Speakers provided dads with information about child support services and local employment resources.

A local Marriage and Family Therapist donated an hour of therapy to the dads. The expected outcome of this program is that participating young dads will become more competent fathers who are better equipped to care for their children. The group provides a safe and comfortable environment for the men to open up to one another and relieve some of the weight that comes with being a young father in today's society. For more information or to make a referral, please contact Tarrah Williams at 345-1600.

Never help a child with a task at which he thinks he can succeed.

-Maria Montessori



## News and Events

- Rogers & Associated will provide media training for grantees on March 10, 2005, 9 AM-12 PM. Call Susan Billings at (530) 538-7964 for more details.
- Safe at Home's *Home Safety Assessment Training* is being held March 3, 2005 from 8:00 AM-1:45 PM at Enloe Conference Center in Chico. This training is free of charge and intended for Community Health Workers, Nurses, Social Workers, Caregivers and Case Managers currently providing home visitation services to families with children from birth to age 6 in Butte and Glenn Co. For more information, call the Butte County Public Health Department at (530) 538-7553.
- New email procedure for the Commission!** Because of the large number of communications received by Commission staff, we have developed a new procedure for making available the information in a summarized manner. Every Thursday we will distribute a weekly email communications list, summarizing emails received during the prior week. If you would like to receive a copy of listed items, you can email your request to sbillings@buttecounty.net or call (530) 538-7964.
- Kids can be fun! They can also be one of life's greatest challenges. If you'd like help finding more effective ways to discipline, methods to improve communica-

tion, steps to resolve family conflicts... FREE parenting classes are available! Contact Liz Griffin at the Butte County Employment Center at (530) 538-7755 or (866) 228-4368 for more information.

- If you care for young children, don't miss *A Place of Our Own*, weekdays at 1 PM on KIXE TV. Hosted by Debi Gutierrez, this show provides the information and resources you need to support your role as a child's first teacher. Visit them on the web, as well: [www.aplaceofourown.org](http://www.aplaceofourown.org).
- Our next regular Commission Meeting is scheduled for March 18, 2005 at 202 Mira Loma Drive, Oroville in the DESS Training Room from 9:00 AM-12:00 PM.

To laugh often and much; to win the respect of intelligent people and the affection of children; to earn the appreciation of honest critics and to endure the betrayal of false friends; to appreciate beauty; to find the best in others; to leave the world a bit better whether by a healthy child, a garden patch or a redeemed social condition; to know even one life has breathed easier because you have lived.

This is to have succeeded.

-Ralph Waldo Emerson